

Message Text

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42

ACTION EUR-06

INFO OCT-01 ISO-00 EB-05 DRC-01 CIAE-00 INR-10 NSAE-00

RSC-01 L-03 SCI-01 EURE-00 /028 W

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P R 171336Z JUN 74

FM AMEMBASSY MOSCOW

TO USDOC WASHDC PRIORITY

INFO SECSTATE WASHDC 9918

AMEMBASSY VIENNA

AMEMBASSY WARSAW

USIA WASHDC

UNCLAS MOSCOW 9282

USDOC FOR BEWT/RICE OIM/THOMAS FROM BLOW

VIENNA FOR EWTC/MARTIN

WARSAW FOR USTDO/KOPP

USIA FOR IBS, PS

E.O. 11652: N/A

TAGS: BEXP UR

SUBJ: HEALTH 74 FINAL REPORT

REF: MOSCOW 9020

1. FINAL REPORT AS OF COB FRIDAY, JUNE 14. ALTHOUGH SEVERAL EXHIBITORS CONTINUE TO NEGOTIATE CONTRACTS, THIS REPORT WILL BE CONSIDERED FINAL. IF EXCEPTIONAL SALES ARE REALIZED WEEK OF JUNE 17, DMA WILL SEND SEPARATE CABLE. FORMAT FOLLOWS:

1. HEALTH 74
2. SOKOLNIKI PARK, MOSCOW, USSR, MAY 28 - JUNE 10,

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3. AGENTS APPOINTED 3, UNDER NEGOTIATION 7-

4. FLOOR SALES: 1,421,520 US DLRS
12 MONTH PROJECTION: 9,387,000 US DLRS

5. NUMBER OF REGISTERED VISITORS: -0-. IT IS IMPOSSIBLE TO REGISTER VISITORS AT EXHIBITIONS IN THE SOVIET UNION. THE USSR CHAMBER OF COMMERCE & INDUSTRY ADVISED ALL DIRECTORS OF NATIONAL EXHIBITS THAT THE TOTAL ATTENDANCE TO HEALTH 74 FOR THE 14 DAY PERIOD EXCEEDED ONE MILLION PERSONS. BASED ON SPOT CROWD COUNT, DMA ESTIMATES THAT AT LEAST 600,000 VISITORS CAME TO THE USA PAVILION

6. OUTSTANDING SUCCESS STORIES: AMERICAN OPTICAL CORP. DELIVERED 95,000 US DLRS WORTH OF EQUIPMENT FROM FLOOR. EXPECTS TO WRITE ADDITIONAL 100,000 US DLRS WORTH OF BUSINESS NEXT 12 MONTHS. THIS WAS AMERICAN OPTICAL'S FIRST ATTEMPT IN SOVIET MARKET. EDWARD J. MCCARTHY WAS APPRECIATIVE OF EXCELLENT SUPPORT RECEIVED FROM USDOC STAFF. COULD NOT HAVE MADE EXHIBITION ALONE. CLEARED FOR PUBLICATION.

7. OBSERVATIONS: TREMENDOUS INTEREST IN US MAFS MEDICAL EQUIPMENT. SOVIETS 10 YEARS BEHIND USA IN MANY FIELDS, REPORTS FROM DOCTORS WHO VISITED CLINICS, INSTITUTES, AND HOSPITALS. HEALTH 74 HAD TREMENDOUS PUBLIC APPEAL. MANY EXHIBITORS COMPLAINED THAT THEY WERE FORCED TO PROVIDE ENTERTAINMENT FOR VISITORS.

8. TOTAL NUMBER OF EXHIBITORS: 40 PA FOR 43 COMPANIES

A. NEW TO EXPORT: -0-

B. NEW TO MARKET: 27 (63 PER CENT)

C. OLD TO MARKET: 16 (37 PER CENT)

D. FULLY ACNIEVING MARKET OBJECTIVE: 38

E. PARTIALLY ACHIEVING MARKET OBJECTIVE: 4
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F. FAILING TO ACHIEVE MARKET OBJECTIVE: 1

G. NUMBER OF U.S. EXHIBITORS WITH REPRESENTATIVES ATTENDING FROM THE U.S. 28 AMERICANS FROM 12 COMPANIES.

9. THE ONLY EXHIBITOR WHO FAILED

TO ACHIEVE HIS OBJECTIVE WAS JONES MEDICAL INSTRUMENTS
COMPANY IN THE STATE OF ILLINOIS BOOTH. WHILE FIRST
OBJECTIVE OF IMMEDIATE SALES WAS NOT REACHED, MR. W.C.
JONES DID ESTIMATE 12 MONTH SALES AT 50,000 US DLRS.
JONES ALSO SIGNED A REPRESENTATIVE DURING THE EXHIBITION.
BY HIS OWN ADMISSION, MR JONES STATED THAT DAILY ATTENDANCE
AT THE EXHIBITION IS MANDATORY. UNFORTUNATELY, MR. JONES
WAS IN LENINGRAD AT THE HEIGHT OF SALES ACTIVITY AND DID
MISS OUT ON AT LEAST ONE SALE. EXHIBITORS WHO HAD PARTIAL
RESULTS WERE THOSE WHO WERE LOOKING FOR IMMEDIATE SALES
AND EITHER DID NOT REALIZE FLOOR SALES OR EXPECTED
SALES VOLUME NOT TO THEIR EXPECTATIONS.
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